

2023 Campaign Toolkit

Our Promise: California State Employees Giving at Work

October 1 – December 31, 2023

Help spread the word to encourage fellow state workers to donate to their favorite nonprofit. Please use this toolkit as a starting point for messaging and personalize as you see fit.

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CAMPAIGN DETAILS

How long does the campaign last?

From October 1 – December 31, 2023, any California state employee can pledge or change their monthly payroll deduction or make a one-time gift to support a nonprofit of their choice through Our Promise.

Which organizations are eligible for donations?

Through the Our Promise campaign, you can donate to **any** 501c3 nonprofit organization. You can search among our [Certified Nonprofits](#) or enter a tax-ID number.

How do I donate?

Visit [Cal Employee Connect](#) to donate online.

SAMPLE CAMPAIGN TIMELINE

Large departments should run a month-long campaign.

- **2 Months Before Launch**
 - Campaign representatives are chosen
 - Leaders United executives reach out to campaign representative and set up an introduction meeting.
 - Campaign representatives start campaign planning
 - Determine how leadership will be involved
 - Determine campaign timeline and dates
- **1 Month Before Launch**
 - Review prior campaign history data
 - Work with executive team to determine departmental fundraising goals
 - Hold e-Pledge training

- Plan a special event (utilize nonprofit outreach program)
- Plan communications using this toolkit as a guide (e.g., email, newsletters, intranet, social media)
- **It's Campaign Time!**
 - Kickoff Campaign
 - Push out communications
 - Leadership sends out department-wide memo
 - Host your event
 - Keep your communications coming!
 - Get campaign data from Leaders United executive to review campaign dollars and donors

NONPROFIT OUTREACH PROGRAM

Inspire state employees to give during the Our Promise Campaign by connecting them with the nonprofit agencies who benefit from their generous contributions. The [Nonprofit Outreach Program](#) offers two services; choose the one that works best for your department.

- **Speaking Engagements:** Trained nonprofit speakers can join a meeting in person, virtually or provide a previously recorded video to share their nonprofit's mission, programs and impact directly with employees.
- **Nonprofit Fairs:** Multiple nonprofits can join an event in person, virtually or provide a previously recorded video so employees can learn about multiple nonprofits and programs at once.

SAMPLE EMAIL – CAMPAIGN LAUNCH

Subject: Let's Stand United in Giving



Join me and our fellow state employees in being United in Giving! The Our Promise campaign, running from October 1 to December 31, 2023, allows us to provide vital resources for people experiencing poverty, homelessness, food insecurity, and more. Year after year, we come together and raise nearly \$5 million for nonprofits, making a real difference in the lives of those in need throughout California.

By contributing as little as \$5 a month, you can be part of this powerful collective effort. Your generous gift, combined with those of thousands of colleagues, will have a profound impact on the state and the lives of those relying on the essential services provided by nonprofits.

Visit [Cal Employee Connect](#) today to make your contribution and be a force for positive change in our state. Together, we can make a lasting difference for those in need.

Thank you,

[Name]

SAMPLE EMAIL – MID-CAMPAIGN EMAIL

Subject: Now is the Time to Be United in Giving



Let's come together United in Giving! Show your care for the community by participating in the Our Promise Campaign - make a payroll deduction or increase your donation to your favorite nonprofit by December 31.

Giving back is as easy as 1-2-3:

1. Visit [Cal Employee Connect](#) (Set up an Our Promise account if you haven't already).
2. Select your favorite nonprofit(s) - you can even donate to non-certified nonprofits through the 'Write In' section with a valid Tax ID.
3. Complete your payroll deduction (we accept Visa, MasterCard, Amex, or Discover credit cards).

After making your gift, inspire three fellow State Workers to do the same and make a greater impact together!

Thank you,

[Name]

SAMPLE EMAIL – FINAL CALL EMAIL

Subject: How Will You Be United in Giving?

I'm proud to serve California, and it's inspiring to see so many fellow state workers United in Giving through the Our Promise Campaign. Until December 31, you too can have the opportunity to make a monthly payroll deduction or increase your gift to any 501(c)3 nonprofit of your choice.

Visit [Cal Employee Connect](#) today to make your generous contribution and help your community thrive.

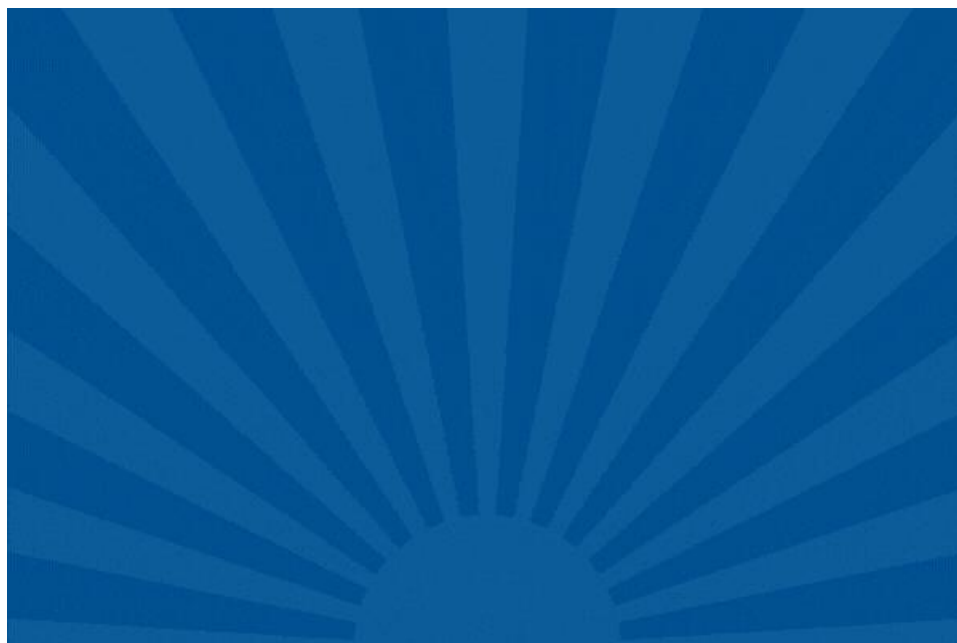
Let's stand together, united in giving, and make a positive impact. Show your support by December 31!

Thank you,

[Name]

SAMPLE EMAIL – CAMPAIGN KICKOFF EVENT

Subject: Join Us at the Our Promise Kickoff



Join us to kick off the Our Promise California State Employees Giving at Work campaign on October 5, 2023, from 11 a.m. to 1 p.m. The event will take place on the West Steps (1315 10th St, Sacramento).

Be part of this inspiring and free event for state employees, where you can visit over 100 nonprofit booths. Discover how these organizations are making a difference in California and learn how your contributions can have a significant impact on your favorite causes.

This year let's unite in giving and choose to make a difference together!

Thank you,

[Name]

SAMPLE DEPARTMENTAL NEWSLETTER







Show you are United in Giving by making a payroll deduction or increasing your donation during the Our Promise Campaign October 1 – December 31, 2023. Giving is easy! Simply register via [Cal Employee Connect](#) and find a [nonprofit cause](#) that speaks to you and make your pledge. You can make a difference with as little as \$5 a month, the average cost of one latte! In solidarity with thousands of your colleagues, your gift will make a huge impact on the state and the lives of those relying on the services nonprofits provide.


SAMPLE SOCIAL MEDIA POSTS

Spread the word through your social media & be sure to tag us @OurPromiseCA and using the hashtag #OurPromiseCA and #UnitedinGiving.

Feel free to use the [images provided here](#) along with your messages.

SUBJECT	MESSAGE	PHOTO (Ctrl+Click to download)
<p>OP Campaign Launch</p>	<p>It's time for the Our Promise Campaign – join me and our fellow state workers in celebrating. This year we are United in Giving!</p> <p>Make a gift today to have an enormous impact on the state and the lives of those relying on the services nonprofits provide.</p> <p>#OurPromiseCA #OPK023</p> <p>www.ourpromiseca.org/2023-campaign</p>	
<p>Mid-Campaign Reminder</p>	<p>Join the Our Promise Campaign and make a difference by donating to your favorite causes through Cal Employee Connect. Your generosity empowers positive change across our community! Show how you are United in Giving by making a payroll deduction or increasing your donation during the Our Promise Campaign October 1 – December 31, 2023.</p> <p>#OurPromiseCA #UnitedInGiving #MakeADifference</p> <p>www.ourpromiseca.org/2023-campaign</p>	

<p>OP Kickoff Event</p>	<p>Join us on October 5, 2022, 11 a.m. – 1 p.m., on the West Steps (1315 10th St, Sacramento) to kick off Our Promise California State Employees Giving at Work campaign!</p> <p>Get inspired to give by visiting more than 100 nonprofit booths at this FREE and fun event for state employees. Learn about nonprofits and how your dollars can make an enormous impact for your favorite cause. Cheers to being United in Giving! #OurPromiseCA #OPK023 www.ourpromiseca.org/post/our-promise-kick-celebration</p>	 <p>The banner features the 'Our Promise' logo at the top, followed by 'Our Promise 2023' in large orange letters and 'KICK-OFF' in very large white letters on a blue background. Below this, it says 'Oct. 5 • 11am-1 pm • State Capitol West Steps'.</p>
<p>October:</p>	<p>Empower your passion for giving! Join the Our Promise Campaign today with a donation of as little as \$5 and contribute to causes close to your heart through Cal Employee Connect. Together, we can build a stronger, more united California. #OurPromise #GivingBack #UnitedCalifornia"</p>	 <p>The graphic has a light blue background with a repeating pattern of 'UNITED IN GIVING' logos. At the top, it says '#OURPROMISECA' and 'DONATE AS LITTLE AS \$5' in large orange letters. Below the text is a close-up photo of a brown and white dog's face.</p>
<p>November:</p>	<p>United in Giving for Day of Giving! Join the Our Promise CA community as we come together to make a powerful impact on this special Day of Giving. Through your collective generosity and support, we can create positive change and uplift causes close to our hearts. #DayofGiving #UnitedinGiving #OurPromiseCA</p>	 <p>The graphic is titled 'GIVING TUESDAY' in blue, with 'Tuesday, Nov 28, 2023' below it. It features three polaroid-style photos: one of a dog, one of people at a booth, and one of people at a table. A 'UNITED IN GIVING' logo is at the bottom left.</p>
<p>December:</p>	<p>United in Giving for a Brighter Future in Education! Join the Our Promise Campaign and support causes dedicated to education through Cal Employee Connect. As California State Workers, let's come together and empower young minds with the gift of learning. #UnitedinGiving #OurPromiseCA www.ourpromiseca.org/2023-campaign</p>	 <p>The graphic shows a group of four diverse children smiling. A 'UNITED IN GIVING' logo is overlaid on the image. At the bottom, it says 'UNITED IN GIVING!' in large blue letters on an orange background.</p>

<p>Support:</p>	<p>Calling all California State Workers! Be a part of something greater with the Our Promise Campaign. Support the causes you care about through Cal Employee Connect and create a united force for good. This is our time to Unite in Giving #OurPromise #CalEmployeeConnect #UnitedinGiving</p>	 <p>SUPPORT YOUR FAVORITE CAUSE</p>
<p>Support:</p>	<p>Support the Our Promise Campaign and make a difference in causes that uplift our brave servicemen and women through Cal Employee Connect. Together, as California State Workers, let's stand in solidarity and ignite positive change for those who protect our nation. Your generosity can pave the way for a brighter future for our military heroes and their families. #UnitedinGiving #OurPromiseCA</p>	 <p>SUPPORT YOUR FAVORITE CAUSE</p>
<p>Support:</p>	<p>The 2023 Campaign season ends this month but don't worry, you set up a monthly contribution to your favorite nonprofit or your one-time contribution. Set up your donation before the campaign season ends. www.ourpromiseca.org/2023-campaign</p>	 <p>SUPPORT YOUR FAVORITE CAUSE</p>

IMPORTANT CAMPAIGN LINKS

- Our Promise Website: www.ourpromiseca.org
- Our Promise Campaign Webpage: www.ourpromiseca.org/2023-campaign
- Cal Employee Connect: www.connect.sco.ca.gov
- Campaign Materials: www.ourpromiseca.org/campaign-materials
- Nonprofit Outreach Program: www.ourpromiseca.org/nonprofit-outreach-program
- Videos to Share: www.youtube.com/channel/UCjHXsAmvCkwI0P3SMZmbd5A/videos